WE CLAIM:

1. A device for the directional attachment of a scale element of a linear position measuring system to an installation face of a first body, the device comprising:

a first body;

a second body comprising a scanning head, which is movable in a measuring direction in relation to said first body;

a scale element is aligned parallel with respect to said measuring direction; and

a profiled alignment device is provided on said second body, which works together with a complementary tape profile on said scale element for aligning said scale element.

2. The device in accordance with claim 1, wherein said scale element comprises a scale.

3. The device in accordance with claim 1, wherein said scale element comprises a scale support.

4. The device in accordance with claim 1, wherein said scale element comprises a scale guide device.

5. The device in accordance with claim 1, wherein said tape profile is provided on a removable protective tape of said scale element.

6. The device in accordance claim 1, wherein said profiled alignment device is provided in the form of at least one recess.

7. The device in accordance with claim 1, wherein said profiled alignment device is provided in the form of at least one protrusion.

8. The device in accordance with claim 1, further comprising a pusher arrangement that presses said scale element against said installation face.

9. The scale element in accordance with claim 5, wherein said protective tape can be rolled up.

10. The scale element in accordance with claim 5, wherein said protective tape is self-adhesive and is of low adhesion.

11. A method for the directional attachment of a scale element of a linear position measuring system to an installation face of a first body, comprising:

providing a second body comprising a scanning head, which is movable in a measuring direction in relation to a first body,

aligning a scale element parallel with respect to said measuring direction;

providing a profiled alignment device on said second body, which works together with a complementary tape profile on said scale element for aligning said scale element.

12. The method in accordance with claim 11, further comprising pressing said scale element against an installation surface after said aligning said scale element.

13. The method in accordance with claim 11, further comprising providing said tape profile on a protective tape, which is pulled off said scale element after said aligning said scale element.